

SUMMARY NOTES

1. Call to Order/Roll Call

- Meeting called to order by Chairperson Tomalinas.
- Chairperson Tomalinas and Commissioner Villarreal are present.

2. Public Comment

There are no public comments.

3. Approve Summary Notes

Chairperson Tomalinas and Commissioner Villarreal unanimously approved June 20, 2002 summary notes as submitted.

4. Staff Referral Updates

- A. Communications Plan: Jolene Smith presents the reformatted Communications Plan which incorporates the *Kits for New Parents* into the plan and it includes other suggestions made by the Committee. She states that Stephan Pippen, media consultant to the State Commission, will solicit the Commission's core messages by doing background research from CFFC staff, setting up interviews with Commissioners to ensure their messages are expressed, and preparing talking points in getting the word out to the community through media.
- The Committee approves the Communications Plan and ordered that it be forward to the Commission in August.
- B. Kit for New Parents: Julie Grisham, consultant on contract with CFFC to develop the local distribution of the *Kit for New Parents*, states that modifications have been made and Committee's suggestions are incorporated in to the plan.

- She is requesting that the Committee approve additional \$113,000 in expenditures for adding items to 20,000 *Kits for New Parents*. The following items include Special Needs Children Resource Bookmark and Brochure, Baby Toothbrush with Oral Health Message, Colorful Plastic Holding Packet for all customized items, and 10,000 copies of the book “Goodnight Moon”.
- The Committee approves the request for the additional \$113,000 for customizing 20,000 Kits over approximately 1 year from start date as early as November 2002 and to have it go forward to Personnel and Finance Committee for approval in August. The Committee recommends that Julie Grisham present the request to the Personnel and Finance Committee.

➤ C. Unsolicited Requests

1. Public Health Department: Jolene Smith brings back additional information from Aimee Reedy that was requested by the Committee at the June meeting.
While the Committee recognizes that the research has merit, and given the budget restraints, it is critical that any expenditures for unsolicited requests must have direct impact on children prenatal through five. Therefore, the Committee voted to deny this unsolicited request and ask CFFC staff to send a denial letter to Aimee Reedy.
2. Teen Challenge: Jolene Smith presents the manufacturers letters request by the Committee at the June meeting.
The Committee approves the manufacturers letters. There is no further action needed for this unsolicited request since the Committee already approved it in June.

5. Discuss Santa Clara County Partnership for School Readiness

- Karen Blinstrub explains that the Santa Clara County Partnership is a group of funders and agencies coming together in a coalition effort to focus on early childhood development and school readiness.
- She recommends that CFFC join this Partnership and offer to serve as the fiscal agent. She continues stating that there are no fiscal implications to CFFC at this time; however, there may be an annual membership fee, no more than \$2000, in the future.
- On Committee consensus, the Committee approves CFFC’s participation on this Partnership and to serve as the fiscal agent. The Committee recommends that

this be forward to the Personnel and Finance Committee for approval on being the fiscal pass through.

6. Present Child Care Database Draft Report

- Jolene Smith states that she will meet with ICRI to clear up questions about this report and bring back to the Committee next month.

7. Review Draft Policy on Funding Opportunities

- Karen Blinstrub proposes a draft policy on Funding Opportunities that would give the executive director the authority to pursue funding opportunities.
- The Committee approves the draft policy and recommends it be forward to the Commission with the change name to “Grant Funding Opportunities”.

8. Discuss “First 5 California”

- Karen Blinstrub informs the Committee of the State Commission’s adoption of the branding name “First 5 California”.
- She states that the new branding name is more identifiable, recognizable by the general public, as well as the community organizations serving young children.
- While she recognizes the new branding name is a great statewide marketing movement, Commissioner Tomalinas expresses concerns that this name change may cause confusing to the general public as to who we are.
- The Committee recommends that the Commission be presented with color copies of the branding name presentation and to attach a cover letter stating that there is no investment cost to CFFC, only State monies to be spent on this branding name change.
- The Committee requests CFFC staff to research with the State how counties are allowed to utilize the branding name. In addition staff is requested to present to the Committee potential templates for incorporating our current logo with the new branding name.

9. Discuss Date of Next Program Development and Communications Committee Meeting

- The Committee rescheduled the next Program Development and Communications Committee meeting to Thursday, August 22, 2002 due to scheduling conflicts.

10. Announcements

There are no announcements.

11. Adjourn

Meeting adjourns to the next regular meeting on Thursday, August 22, 2002 from 12:00 to 1:30pm.